

**MODE O'DAY**

# Gala Opening\*

**Friday, October 26th, at 10 a.m.**

You'll want to be first in line when Mode O'Day opens its newly redecorated fashion store in Torrance. Everything is bright and crisp and new . . . and the store is filled with wonderful California fashions at prices that are sweet and low. Lela Mae Smith, well-known stylist and independent owner of Mode O' Day, invites you to come in for your gift of style!

\* Gail Thomas will play the Conn organ opening days . . . Friday and Saturday



**cotton plaid to put on at once and wear smartly all season long**  
**7.99**

Vibrant plaid . . . in a wonderful autumn fashion to wear this very minute and on into the fall. It's a dress that answers the wardrobe needs of the career girl who rates grooming high and requires a dress she can wear from typewriter to date. Discerning homemakers, college girls, late vacationers love a dress like this that spans the seasons. Fashioned in popular long-torso style with full, full skirt; 10-18.



**luxury print in a half size 6.99**

The brightest news of the season . . . Mode O' Day's hand-washable fashions in rich print, luxurious looking and soft to the touch. It's the answer to your dreams if you're looking for a dress-up fashion at a tiny price. The fabric looks for all the world like costly silk . . . yet it's easy-care acetate. 1414-2414

**opening special! 60 gauge nylon 69c**

The softest whisper of a stocking . . . cob-sheer nylons to make your legs look glamorous. Long-wearing, since there are more stitches to the inch. Full-fashioned, guaranteed perfect.



**no-iron bouffant petticoat in cotton batiste with eyelet embroidery**

The new line of fashion begins underneath . . . aided and abetted by our delightful petticoat. Fashioned in tiered style with rows of eyelet embroidery and two ruffles of nylon net at the hem. The fabric is cotton batiste and needs no ironing. Sizes: S-M-L.

**5.99**



**pure worsted wool jersey blouses**  
**3.99**

High-styled beauties in Juilliard's worsted pure-wool jersey. It's the softer, dressier look in a blouse, California-designed by Mode O'Day. We show only one style from an assortment in sizes 32 to 38.

**sale!**  
**nylon dream gown**  
**2.99**

A good buy in a gown, strictly on the dreamy side. It's nylon tricot with sheer bodice and embroidered trim . . . nipped-in waist and softly gathered skirt. For yourself . . . for gifts.

